

THE REVIEW

Vol. XXXV—No. 21

May 1, 1941



Hurry! Hurry!! Hurry!!!

You've only three more weeks in which
to Win that —————

North Woods Vacation Trip!



★ THE FOLLOWING EMPLOYEES
OF THIS COMPANY JOINED THE
ARMED FORCES OF THE UNITED
STATES ON THE DATES INDICATED
WE ARE PROUD TO PLACE THEIR
NAMES ON THIS—

ROLL OF HONOR

LELAND AIRS	JULY, 1940
WILLIAM A. KARGES	AUGUST, 1940
PHILIP G. CORCORAN	NOVEMBER, 1940
JOHN C. BELL	FEBRUARY, 1941
LEO F. FRIEDRICH	MARCH, 1941
JOHN W. JACKSON	MARCH, 1941
HAROLD CUTTIE, JR.	MARCH, 1941
FRANK O. FLINK	MARCH, 1941
HAROLD W. JOHNSON	MARCH, 1941
JOHN V. L. HUDAK	MARCH, 1941
GEORGE BISHOP	APRIL, 1941
JOSEPH CABAY	APRIL, 1941
RAYMOND SCHMUCHER	APRIL, 1941
ALBERT WEESE	APRIL, 1941



The REVIEW



*Published Weekly
by and for the Sales Department of
The Gerlach Barklow Co.*

THE ULTIMATE OF ART IN ADVERTISING

Voll. XXXV

JOLIET, ILLINOIS, MAY 1, 1941

No. 21

WE'VE SET OUR COURSE FOR 1941

Our best friends and our worst enemies are our thoughts. A thought can do us more good than a doctor or a banker or a faithful friend. It can also do us more harm than a brick.

—DR. FRANK CRANE.

The fine job you have done the first four months of this year, plus the splendid results in winding up April, make these happy days here in the home office. We have the momentum to go on to make a real record in May. You have set your course and you are sticking to it with that Will to Win spirit that always gets results.

Spring is here, bringing warm rains and the bright sunshine, the buds are bursting and that gives us a new incentive. Many of you men go right along under any and all circumstances, making constructive statements, building your fences and writing a paying business; that's true of we humans generally speaking. Where people are concentrating on their own business, business is good and that bears out the contention we have in Gerlach-Barklow that we make our own conditions. To my mind these are days for sane thinking, proper planning for now and the future.

Thanks sincerely for your fine response to that wonderful picture, SPANKY'S SAFETY PATROL. You are saying it with orders. If you have any prospect who is in doubt about its appeal, have him try it out on the family or the office force to get their response. In addition to regular buyers, look over every town in your territory for those prospects you have never called on before who are logical buyers for this wonderful campaign. Let's continue the crusade with more vim and vigor than ever, to make people, young and old MORE SAFETY CONSCIOUS. As someone in our organization has said, "If one picture is worth ten thousand words, here's one that is worth one hundred thousand words."

CHARTER MONTH IS ONLY A FEW WEEKS AWAY.
In May let's get the momentum to go on to make the outstanding Charter Month record of all time. No victory is ever won without planning, persistence and a great desire to win. We can accomplish what we want to if we are willing to make sacrifices, and of even more importance than winning the special awards, you will be rewarded with new customers and additional earnings if you try. Each month that you increase your sales you increase your earning capacity and your future ability to win special awards.

THREE MORE WEEKS IN THE FISHING CONTEST
—May 5th to 24th. Remember, MANY A RACE IS WON IN THE LAST LAP.

Thanks loads for the job you are doing. We know we can count on you to produce a BANNER MAY and an OUTSTANDING CHARTER MONTH. Best of Luck.

—T. Mackeever.

HURRY! HURRY!! HURRY!!!

Congratulations, Ryan Perry and Amasa Hartman! You have won your trip to Joliet and the North Woods already. At the halfway mark, Ryan Perry of New Jersey and Amasa Hartman of California have broken all records and can start now making plans for the greatest of all thrills—intermingling with their fellow salesmen, and I want to congratulate both.

During the five weeks from March 17th to April 19th, Ryan wrote 62 orders for \$3200, and Amasa in the same period had 69 orders for \$3600. A great record for any salesman to make in March and April.

Many others are ahead of their schedule at the halfway mark, but what has happened to the south and middle west? Both coasts are represented and everybody is wondering who will be the next.

Do you remember Ryan Perry's letter published at the beginning of the contest? He won last year for the first time and said if he had realized what it meant he would have made much greater effort in previous years. He said:

"If I do not win again in the fishing contest I'll be the most disappointed creature in this old world of ours. In all my life I cannot recall having spent a more enjoyable week than I did in Joliet and Wisconsin last July. I have traveled north, south, east and west, and passed many pleasant days on the high seas—but that WEEK in the North Woods was just the most perfect time I can remember. The fishing trip is well worth putting forth a little extra effort to win, and you know that I am going to try for a return trip."

"My object in writing this letter is that there may be other salesmen who now feel the same as I felt before winning in last year's contest—'there's nothing to that trip but a lot of shop talk and salesman's chatter, gab, gab, gab.' Well, those who are gullible enough to believe this trip is entirely business and no pleasure can take it from me that they have my best wishes for remaining a damn fool. There is nothing further to be said."

If Ryan and Amasa could make the grade during the first five weeks of the contest anybody can do the same thing during the last five weeks, so regardless of your standing now, there's still time to win so—Hurry! Hurry! Hurry!

James R. Talcott

Thanks for this wonderful business!

. . . proving that "Thanks" is the
most valuable word in the language.

You've heard and read a lot about "Al Baskin" post cards, floral post cards like your Bright Bouquets samples, with a simple, sincere Thank You message.

You'll find it worthwhile to read this much more.

Since the Bright Bouquets samples were released not long ago, orders have been pouring in. For instance, Al Baskin, the Joliet haberdasher who helped us start this snowball of sales, had never seen the new pictures when we used his copy on the samples. Just to let him know we were giving him some nationwide publicity, we sent Mr. Baskin a couple of samples one day. The next day, his secretary phoned in an order for 2,000—making Al Baskin's third order for these wonderful Thank You post cards.

And we're pleased to report that the insurance Thank You message printed on six of your Bright Bouquets samples has brought in several valuable new accounts. The insurance copy was written, originally, at the suggestion of Frank Raitz, who had a prospect in Monroe, Michigan. He sold the order. We shipped the cards last week.

We also shipped an identical order to an insurance man in South Amboy, New Jersey—one of several accounts sold by Art Vores. Art, by the way, is going to town with Thank You post cards. We've just shipped two of his orders to clothing stores, one in Red Bank, one in Asbury Park. Both orders use the copy shown on the Bright Bouquets samples.

Art Vores' latest order is from a monument company, using copy cleverly adapted for this line of business. You can sell it too, so read it carefully: "THANKS for the time you spent discussing your memorial program with us. If you want further facts and answers to any questions before we see you again, please call us. We are at your service—no obligation of course."

The copy for the monument dealer should remind you that copy can be prepared—very easily—for any line of business.

J. B. Kasper has been doing some copywriting down in Tennessee. He sold an order to a bank, with this excellent wording: "THANKS for your first deposit. You may be assured that your patronage is appreciated, and that it is our desire to be of real service to you." Banks NEED something like that!

Kasper didn't stop there. He also sold Bright Bouquets post cards to a furniture store in Maryville, using the Al Baskin copy, exactly as sampled.

Then he sold an order to a funeral director, of all people. But it's not as far-fetched as it may seem. In small communities, the FD's make a practice of inviting women's clubs and sewing circles to visit the funeral homes. After such a group has visited the establishment, the funeral director mails each visitor a floral post card with this copy: "Thanks for your recent visit to our Home. We enjoyed having you."

Another variation of copy was sold to a rug cleaner in Evansville, Indiana by A. H. Oschmann. It reads, "We appreciated serving you and we say THANK YOU with this bright bouquet. We invite you to call on us often." He might have added, "We'll keep your fine rugs as fresh and colorful as these lovely flowers."

You can sell Bright Bouquets with Thank You copy to almost anyone. The orders are small—wonderful door-openers to get new customers. Use the exact copy sampled. It's good for many different businesses. Ask Leo Himelhoch—he used the sample copy for a distributing company. Ask Fred Shallish or any of the many men who are selling the copy to clothing stores and retailers of all descriptions.

YOU CAN MAKE MONEY WITH BRIGHT BOUQUETS.

Use your samples THIS week—and every week. There's an order for Thank You post cards waiting for you in every town in your territory! If you have any trouble with copy for various lines of business, just direct us to write suitable copy when you send in the order.

K. H. GERLACH SAYS—

What do I think of the new Paragon leather line? Superb is the best word I can at this moment muster. A long stride ahead of any previous lines. Certain I am that for quality in materials and workmanship it is the peer of all leather lines offered to advertisers. I confidently anticipate a tremendous increase in sales through the current year. Paragon, the trade name we have adopted, truly represents the quality built into practically every item. It is good will advertising of the highest degree. Nor can I say less of our new line of Pencils and Knives. What a wealth of opportunity has been given to our salesmen, by the addition of these superlative items of gift advertising.

CHAS. CLAYTON SAYS—

I've not acknowledged receipt of that fine leather line sooner, due to the fact I wanted to acknowledge it with a nice opening order. You have surely done yourself proud, and we should all be able to go out and make some real worthwhile money with this fine line.

L. H. MOSS SAYS—

Where on earth and who put into our hands such a beautiful line of leather. I've seen good ones, but this is tops. Class, ideas, quality. I'll try to warrant your confidence with sales.

ED GERRISH SAYS—

The new leather line arrived yesterday and I never had any greater thrill than when I opened it and saw the new designs and treatments. We should be able to command attention and likewise orders. Thanks a million.

LEON G. TERRY SAYS—

I just wanted to say "Thanks" for the greatest line of Paragon and Pencils I have ever seen. I have got to build my business on these yet but with "tools" like these it should be easy. Again let me say thank you and the whole G-B family.

R. R. BOND SAYS—

The new leather line arrived Saturday and have put in a couple of days going over it. I think it is the most wonderful line of samples on the market today. I expect to "go to town" with it this year and really believe I can increase my leather business one hundred per cent. Many, many thanks for the nice tools you have put in my hands.

BUSINESS BOOM IS IN FULL SWING

**When Folks Ask "How's Business?"
The Answer Is "Great!"**

HERMAN GROTE \$2,000
FANNIE PETERSON 1,770
MARVIN MITCHELL 1,442
GENE KELTNER 1,100

And a Score of Others in the "Big Money"

Yes, the business boom is definitely here and growing fast.

Herman F. Grotte tops 'em all with a \$2,000 sale of Special Art Calendars to a FLORIST, an old customer.

Naturally, Herman had plenty of competition on this order, but it was only price competition, and Mr. Grotte doesn't worry much about that kind of competition—especially with a customer who has bought from him for several years and who knows what G-B quality and service are like.

Mrs Fannie Peterson is next in line with a \$1,600 sale of "Sailing Ships" Blotters, sold to a VAULT MANUFACTURER—a fine Direct Mail Campaign, created by Mrs. Peterson. She also made a \$170 sale of Business Calendars to a WHOLESALE PAPER DEALER.

**IT'S BETTER TO KNOW US AND NOT NEED US
THAN TO NEED US AND NOT KNOW US**

Sold by John Gilbert on Ger-Bars to a Funeral Home

Eugene Keltner's big order comes from a FUNERAL DIRECTOR and calls for Religious Calendars for Church distribution. This order has grown to double the original amount within a few years.

Marvin Mitchell's \$1,000 sale is a Special Calendar, sold to a MANUFACTURER OF BUTTER TUBS—a good old customer.

In addition to this big order, Mr. Mitchell also made a \$442 sale of "Silver Dawn" to a MANUFACTURER OF IRON BOLTS, bringing his total for the two orders to almost \$1,500.

John A. Field makes a beautiful Direct Mail sale when he signs up an INSURANCE AGENCY for \$645 worth of News Quiz. This order comes from a satisfied old customer.

CLEANING THAT BREATHES THE BREATH OF SPRINGTIME
Sold by John Gilbert on "Springtime" to a Cleaner

MILK FOR HEALTH—PASTEURIZED FOR SAFETY
Sold by H. R. Messick on Safety Calendars to a Dairy

J. W. Hatch made a \$525 sale of "The Silver Dawn" to a SAVINGS BANK—a spic and span new customer—an account created by Mr. Hatch.

J. B. Kasper sold "Scenes of My Childhood" to a BOILER AND TANK MANUFACTURER—a new customer—for \$526.

Isidor Siegel sold "Spirit of America" in billboards and utility calendars to a LAUNDRY, for \$438.

P. H. Keboch made a \$450 sale of Holiday Greetings No. 4267 to a FUNERAL DIRECTOR.

A. S. Hartman sold "Peekaboo" in billboards and hangers, to a MERCANTILE CONCERN for \$378.

Nick Osburn made a \$365 sale of "Silver Dawn" to a DEALER IN PETROLEUM PRODUCTS.

Ed Gerrish sold Dairy Calendars to a DAIRY for \$207—also 2000 Special Calendars to a SAVINGS BANK for \$289.

Craig Sohn sold "Spirit of America" to a FEDERAL SAVINGS & LOAN CO. for \$228 to advertise, "SAVE THE FEDERAL WAY."

C. L. Lewellen made a \$200 sale of "When a Feller's Got a Friend" to a FUNERAL DIRECTOR.

Charlie Clayton made a \$212 sale of "Houghton Mill" to a FUNERAL HOME.

EVERYTHING TO MAKE YOUR HOME MORE LIVABLE
Sold by G. R. Russell on Bluebird Ger-Bars to a Furniture Dealer

Bill Herrmann sold Religious Calendars to a FUNERAL HOME for \$234. These calendars are for Church distribution, using the following copy—"PRESENTED IN THE INTEREST OF RELIGIOUS EDUCATION."

G. W. Hawkins sold "Spirit of America" to a DAIRY for \$209.

Bert Stiff created a new account with a \$143 sale of "My Bonnie" with Household Alphabet Pad to a SAVINGS BANK.

Ben Bercovit made a \$100 sale of "The Guiding Hand" in D-68 to a CHEVROLET DEALER.

Carl Bly created a new account with a sale of Farm Record Calendars using the subject, "Puppy Love" to a CHEESE MANUFACTURER.

Lou Byrne sold a Safety First Campaign with "Be Sure You Are Right" to a FUNERAL DIRECTOR.

Charles Clayton made a \$100 sale of "Their Priceless Heritage" to a MERCANTILE CONCERN.

YOU'LL GET A KICK OUT OF OUR DRESSES
Sold by Tom Dawson on Paragon Key Cases to a Dress Shop

ALWAYS ON THE LOOKOUT FOR OPPORTUNITIES TO SERVE YOU
Sold by A. S. Hartman on "My Bonnie" to a Trucker

John Gilbert created a new account with the sale of 2000 Fans to an INSURANCE AND REAL ESTATE AGENCY.

A. S. Hartman sold "Be Sure You Are Right"—a complete Safety campaign—to a TRUCKING COMPANY to say "OUR DRIVERS PRACTICE SAFETY FIRST."

Mr. Hartman also sold 2000 Bluebird Fans to a LUMBER DEALER, using the following copy—"IT'S THE FRIENDS WE MAKE, WHO MAKE US."

And here's Amasa Hartman once more with a sale of "Spirit of America" in billboards and hangers, to a PONTIAC DEALER.

J. B. Kasper sold "Spanky Safety Patrol" in Art Mounts and Hangers, to an AUTO DEALER, for \$100.

Mr. Kasper also sold 800 Business Calendars to a TEXTILE MANUFACTURER.

A. S. Hartman makes the column once more with a sale of S-257 Dairy Calendars, employing the subject, "A Long Life and a Healthy One" together with Hartman's own special verse as follows—

It says A Long and a Healthy One
From which we will seldom vary
If Mother always buys our milk
From the A. S. Hartman Dairy.

H. R. Messick of Iowa, takes a leaf from Amasa Hartman's book and creates a new account by selling the same calendar and same verse to a DAIRY.

F. M. Stevenson sold 300 No. 100 Pencils to an AUTO FREIGHT LINE, a new customer.

Ralph Bond sold "Spanky's Safety Patrol" in R-4 billboards to an OIL COMPANY.

W. F. Dunlap sold "Happy Bluebird Family" to a DEALER IN BUILDING MATERIALS.

Walt Olson sold Religious Calendars to a FUNERAL DIRECTOR.

Bert Stiff sold 5000 Acknowledgment Folders and 100 DeLuxe Memorial Records to a FUNERAL DIRECTOR for \$100.

Larry Moss sold "Spirit of America" to a FUNERAL DIRECTOR for \$136.

Mr. Moss also sold "Ready for a Canter" in last edition billboards to a WHOLESALE GROCER for \$118.

F. L. Zimmerman sold "Houghton Mill" to a COAL DEALER for \$127.

EVERY TIME WE MAKE A FRIEND, WE GROW A LITTLE
Sold by A. S. Hartman on "When a Feller Needs a Friend" to a Dealer in Farm Implements and Machinery

THE PASSING SHOW

PLAYING HITLER'S GAME Colonel Hermann Foertsch of the German General Staff is regarded as the chief military adviser of Adolf Hitler. In his book, "Art of Modern Warfare," he says: "To render an opponent defenseless means to rob him of his will . . . Everything that affects his will and his means to fight must be struck at, not only his military but his moral, spiritual, and economic forces; in short, his entire political power." Needless to say, this method has been used by the Nazis in all of their conquests. Hitler talks about the same idea—undermining and weakening the opponent's will—many times in his "Mein Kampf." This campaign to weaken AMERICA'S WILL is already underway in this country, and—dreadful as it is—it is being aided and abetted by many Americans who do not realize (at least let us hope that is the reason) they are playing Hitler's game. It is about time that we in this country wake up and do some thinking. If America is worth saving, we had better begin—SERIOUSLY—to think about the consequences of DISUNITY. Adolf Hitler has said that the conquest of America will be an "inside job"—made easy because of our inability to get together and stay together. Perhaps he's right. I hope NOT. However, remember this: THE FIRST NAZI STEP IN THE CONQUEST OF AMERICA WILL BE TO UNDERMINE THE CONFIDENCE OF THE AMERICAN PEOPLE IN THEIR OWN GOVERNMENT. This campaign is now on, and it

is being very materially helped by several leading AMERICANS. It's bad business

of course."

ADVERTISING AS GOOD WILL INSURANCE

care of. "Yes, that's probably true," said the advertising solicitor, "but what's going to happen to your ordinary, peace-time customers in the meantime?"

"I don't know," confessed the business man, "I suppose they will have to buy their goods elsewhere."

"Well, if it is not impertinent, may I ask how many of these customers you have?"

"Oh, about 7,000."

"And what did it cost you to put them on your books in the first place?"

"About \$50 apiece," said the business man.

"In other words, you paid about \$350,000 just to obtain this business, to start it off. For another, it doesn't make

"Yes, that's right."

"Well, now," said the advertising solicitor, "would you be willing to invest every cent of their customers' money in bonds—the national income will have to hold those customers?"

"O. K." pursued the advertising salesman. "I can sell you a good will campaign that 1 per cent that should certainly most of them." Wherewith the solicitor outlined the plan he had in mind. A few minutes later he walked out of the door with a nice \$3,500 order. You've because he had all the business he could take ADVERTISING SERVICE.

ADVERTISING TO LOWER TAXES

It is too early yet to give you the facts, but from present indications the government is

going to pay a large percentage of the advertising done by business houses during the next few years. This will come about as a result of deductions made for "adver-

ting expense." There are some elements Washington who want advertising taxed,

at least made non-deductible, but the information we have been able to ob-

tain is that they will NOT have their way.

Business expense, many firms will increase

their appropriations because Uncle Sam will be paying a large portion of them. With the consent of the Treasury Department that happened during the first World

War. It will probably happen again. We are following the situation closely, and will keep you informed. But, of course, the new tax bill will probably not be passed for another month or two. However, after it gets through the Senate hearings (it is now in the House committee stage), we'll have a pretty good line on it. Keep your fingers crossed in the meantime.

A PROPHECY

If Britain goes under—God forbid!—those men and women who are now FIGHTING all-out aid to the democracies will be considered the greatest enemies America has ever had. Instead of being regarded as patriotic Americans who wanted to SAVE this country from war, they will be classed as Benedict Arnolds. Too bad, because many of them ARE sincere; just badly informed. But that fact won't save them from the wrath of an enraged public, which suddenly awakens from its lethargy to find America threatened from every corner of the globe! IF—IF—IF—Britain fails, these VERY FOLKS will be the jitteriest men and women in the United States. That's just a personal prophecy. I hope it never comes true.

Dewitt E. Sticker

FOR HEALTH'S SAKE, EAT MORE BAKERY GOODS
Sold by A. S. Hartman on "Hold Everything" to a Bakery

C. M. Roadstrum made a \$115 sale of Paragon to a MERCANTILE COMPANY—a new customer.

John Gilbert sold 2,000 Ger-Bars to a FURNITURE DEALER for \$120.

King Gerlach sold 2,000 Ger-Bars to a FURNITURE DEALER for \$120.

John Gilbert works in South Carolina, and King Gerlach in Florida yet each sold the same identical order and both were sold to furniture dealers. Maybe there are furniture dealers in YOUR territory that would be interested in Ger-Bars.

Art Vores sold 600 Business Calendars to a TRUCKING COMPANY for \$152.

Jack Moore sold Better Homes-Better Garden Calendars to a FURNITURE DEALER for \$136.

H. D. Evans made a \$111 sale of Paragon to a MACHINE SHOP.

Charles Clayton sold 500 "My Diary" Baby Record Booklets to a CHILDREN'S SHOP for \$106.

Ryan S. Perry made a \$176 sale of Bluebird Calendars to a FUNERAL HOME.

Mr. Houison made a \$189 sale of Religious Calendars for Church distribution. The buyer is a FUNERAL DIRECTOR.

Charles Clayton sold 500 Business Calendars to an INSURANCE AGENCY for \$173.

A. S. Hartman crashes the column several times this week. This time he sells "My Bonnie" to a FARM MACHINERY MANUFACTURER for \$157.

Isidor Siegel is in again—this time with a \$155 sale of "Kiddies" Blotters sold to a MERCANTILE CONCERN.

Guy Dean makes a \$130 sale of Paragon to a FUNERAL HOME.

Rupert Fairbairn creates a new account with a \$112 sale of "Steady" to a COMMERCIAL AGENCY.

G. B. Falls made a \$115 sale of Paragon to a HOSPITAL. Each item is to be gold stamped with an individual name—evidently Christmas gifts for the staff physicians.

Mr. Falls also made a \$143 sale of "My Diary" to this same hospital.

Lou Byrne sold "Here Peace and Happiness Abide" to a FUNERAL HOME for \$185.

YOUR FRIEND — MY FRIEND
Sold by A. S. Hartman on Will Rogers Calendars to a
Federal Savings and Loan

PRESERVE MEMORIES OF LOVED-ONES WITH PHOTOGRAPHS
Sold by A. S. Hartman on Will Rogers Billboards to a Photographer

Bill Herrmann sold 60 Pencils and 60 Pens to a MACHINERY MANUFACTURER.

Alan J. Kidd created a new account with a sale of "Bright Bouquets" Post Cards, employing the Al Baskin copy—sold to a CLOTHIER.

H. R. Messick sold a complete campaign of "Their Priceless Heritage" to a dealer in PETROLEUM PRODUCTS—a new customer.

Walt Olson sold "Rah, Rah, Rah!" billboards to a FUEL DEALER, using the following copy—"BIG ENOUGH TO SERVE YOU, NOT TOO BIG TO KNOW YOU."

Mrs. Fannie Peterson sold "Springtime" in Art Mounts and Hangers to a FORD DEALER.

Frank Raitz sold 3000 "Kiddies, Inc." Blotters to a COAL DEALER with the following copy—"AFTER YOU'VE TRIED THE REST, YOU'LL FIND OUR'S THE BEST."

Harold Ricker sold 6000 "Our America" Blotters to a SAVINGS BANK.

Mr. Ricker also sold 900 P-237 Business Calendars to an INSURANCE AGENCY.

J. Shadle sold a complete Will Rogers campaign to a MEMORIAL DEALER to advertise, "A NAME THAT GROWS WITH THE YEARS."

A BOTTLE OF MILK IS A BOTTLE OF HEALTH
Sold by A. S. Hartman on Dairy Facts Calendars to a Dairy

Art Vores sold "When a Feller Has a Friend" to a SERVICE STATION, using his own Safety First copy as follows—

Tippy isn't a thoroughbred
Nor a dog of high degree,
He hasn't much wisdom in his head
But he's all the world to me.
I'm not so very important
In the eyes of the people I meet
But I'm all the world to my Mother
And Gosh, she's awful sweet.
So please, Mister Auto Driver
Give Tippy and me a break
And let us both be careful
Just for Mother's sake.

A. W. Thurn sold 500 Art Mount Calendars, "My Bonnie" to a BAKERY and 300 S-257 Household Alphabet Calendars with Safety Copy on "Be Sure You're Right" to an INSURANCE AGENCY.

Art Vores makes another sale of Paragon to be used as holiday gifts to be presented to directors of a NATIONAL BANK.

BLUEBIRDS FOR HAPPINESS—OUR MILK FOR HEALTH
Sold by A. S. Hartman on Bluebird Fans to a Dairy

**FOR THE CHILDREN'S SAKE, DON'T TAKE CHANCES
DRIVE CAREFULLY**

Sold by A. S. Hartman on "My Bonnie" to a Chevrolet Dealer

D. G. Waite sold 500 Baby Record Booklets No. 4 to a distributor of WATER SOFTENERS—a new customer.

J. Milton Wigley sold "My Blue Heaven" to a STATE BANK.

Lynn Walker sold the Eckland Graduation Pencil idea to a DRUGGIST.

Jut Laing made a \$100 sale of Greetings, Pencils and Knives to a COAL AND TRANSFER COMPANY.

J. L. Morrissey sold Will Rogers billboards to a MEMORIAL DEALER to advertise, "A NAME THAT GROWS WITH THE YEARS."

F. L. Zimmerman sold "Spirit of America in R-4 billboards to a COAL DEALER.

Mr. Zimmerman also sold 300 Special DeLuxe Greeting Folders to a METAL STAMPING COMPANY.

A. S. Hartman sold 100 "All-American" Billboards to a FUNERAL HOME.

Mr. Hartman also sold a "Spirit of America" Campaign to a TRUCKING AND TRANSPORT COMPANY.

George Maloney made a \$105 sale of Business Calendars to a BROKER.

Marvin Mitchell created a new account with a sale of 250 No. 350 Pencils to a FUNERAL DIRECTOR.

WE CATER TO THOSE WHO CARE

Sold by A. S. Hartman on "Happy Bluebird Family" to a Beauty Shop

J. P. Robinson sold 3000 Fans—"Mill at Fourges" to a FUNERAL HOME.

Jack H. Sanders made a \$100 sale of Paragon to a MERCHANDISE BROKER.

Amasa Hartman makes the column once more; this time with a sale of "Spirit of America" in Billboards and Hangers to a LUMBER DEALER.

Art Vores made a substantial sale of Paragon to a NATIONAL BANK. Each year, Art Vores sells this bank about half a dozen high grade pieces of Paragon with individual names, just for the directors of the bank. Maybe there are banks in YOUR territory that would be open to such an idea. This bank invests about \$10 for each gift.

Ryan S. Perry sold "My Blue Heaven" in R-5 to a CHEVROLET DEALER.

SERVICE WITH A SMILE — FLOWERS BY WIRE

Sold by J. Milton Wigley on "Bright Bouquets" to a Florist

WE BELIEVE THAT GIVING GOOD SERVICE KEEPS OLD FRIENDS,
AND ATTRACTS NEW ONES. WE KNOW THAT WE OURSELVES
THE BETTER SERVE BY SERVING OTHERS BEST

Sold by Perry Keboch on Blotters to a National Bank

Mr. Perry also sold "Spirit of America" in Billboards and Art Mounts to a TRANSFER AND HAULING CONCERN.

George Wilkins sold "My Bonnie" to a BEER DISTRIBUTOR.

D. G. Waite sold 500 Paragon Key Cases to an AUTO SERVICE STATION.

A. H. Oschmann sold "Priceless Heritage" in billboards and hang-ers to a MOTOR TRANSPORT AND EXPRESS COMPANY—a new customer.

Nick Osburn sold "The Guiding Hand" to a BELTING MANUFACTURER.

A. McWilliams sold 1000 Holiday Greetings HG4233 to a SAVINGS AND LOAN COMPANY.

Guy Dean sold 400 "Spirit of America" in Foldover DeLuxe Greeting Calendars to a DODGE AND PLYMOUTH DEALER.

Sam Haynes sold Will Rogers Billboards to a STATE BANK.

Lou Byrne sold 100 Indoor Billboards—"My Blue Heaven" to a CLEANER AND DYER to advertise, "CRAFTSMEN IN KEEPING THINGS NEW."

Lynn Walker sold "Come Back Here" in Billboards and Utility Calendars to a LUMBER DEALER.

WHERE YOUR PATRONAGE IS APPRECIATED
Sold by A. S. Hartman on "Here Peace and Happiness Abide"
to a Grocer

Mr. Walker also sold "My Diary" Baby Record Booklets to a DRUG-GIST who will write the name of the new baby in the book, employing the following form—

BEST WISHES TO

FROM
HOUSER DRUG CO.

S. E. Adams sold 500 Paragon Key Cases to a GARAGE.

Ralph Bond sold Safety First Billboards to a FORD DEALER, with copy as follows—"LOSE A MINUTE—SAVE A LIFE."

QUALITY IS REMEMBERED LONG AFTER PRICE IS FORGOTTEN
Sold by Mrs. Peterson on "Scenes of My Childhood" to a Clothing Store

WHERE EACH CUSTOMER BECOMES A FRIEND
Sold by Mrs. Peterson on "My Blue Heaven" to a
Nash Auto Dealer

N. B. Boozman sold "Here Peace and Happiness Abide" to a BURIAL ASSOCIATION to advertise, "A HOME INSTITUTION, SERVING HOME PEOPLE."

Guy Dean scores again with his standard fan copy—"KEEP COOL AND KEEP COMING." This time it's the Bluebird Fan, sold to a HARDWARE AND FURNITURE DEALER.

Dan Morrissey sold 300 Religious Calendars to a FUNERAL DIRECTOR.

Charles Clayton sold "Playmates" Blotters to a PRODUCE COMMISSION MERCHANT to say "THANKS! YOUR VALUED ORDER IS MUCH APPRECIATED."

E. H. Gerrish sold "The Traffic Cop" to a DAIRY.

Mr. Gerrish also sold "Spirit of America" to a dealer in FUEL OIL, and 350 DeLuxe Calendars, "My Bonnie" to a BUICK DEALER.

Joe Henderson made a \$100 sale of No. 125 Pencils to a dealer in AUTO PARTS AND SUPPLIES.

Art Vores sold 200 "Spirit of America" in R-9 to an ICE AND COAL DEALER.

J. Milton Wigley sold 500 Special DeLuxe "Peekaboo" to an INSURANCE AGENCY.

O. M. Wildman sold "Forever Yours" in Billboards and DeLuxe Greetings Calendars to a TRANSPORTATION COMPANY.

John S. Petko sold "Their Priceless Heritage" in Billboards and Art Mounts to a PLYMOUTH AND DESOTO DEALER, a new customer.

WHAT DO YOU THINK OF THIS PROGRAM?

Accompanying an order for 25 R-4, 125 R-9 and 500 Art Mounts of "Priceless Heritage" sold to a Furniture Dealer, comes the following letter from King Gerlach.

Re the order from the S_____ Furniture Company herewith, here's a funny program, though I'm inclined to think it a good one for use on this particular subject and service.

As soon as they reach him, he will place the 25 large Posters in prominent places around town; then when the schools open for the next school year, he will place the 125 R-9 Posters in the school rooms. Then at the holiday season, he will distribute the 500 Art Mount Calendars for 1942, direct from his store.

I can't believe otherwise than that this program used in connection with "Their Priceless Heritage" or for "Spirit of America," will prove highly effective.

I shall try this out in other of my towns.

Cordially,

KING H. GERLACH.

A FEW FACTS CONCERNING CHAIN STORES

DEAR MR. SEELEY:

A good many times, too many in fact, we encounter buyers who lament that their business is limited because of the tremendous sales by the chain stores. Well, here are a few facts that can be used in rebuttal.

Sincerely,

BOB SHEA.

* * *

THE CHAIN STORES

The rather common belief that the chain stores are driving the individual or independent store out of existence is refuted by the census figures which show on the contrary that in the ten year period from 1929 to 1939 the independent stores have fully maintained their proportion of the total volume of sales.

Not only have the independents held their ground but the chain systems have not yet even become formidable in obtaining the lions share of the business. In 1939 on a volume of \$42,000,000,000 the independents did 75% and the chain only 21.7 per cent, the remainder going to other unclassified types of stores.

The chain systems back in 1929 did 20.3 per cent of the total and increased this to 23.3 per cent in 1935 but fell back to 21.7 per cent in 1939. Over the ten year period therefore, their net gain was only a little over one per cent and they are still doing only slightly more than one-fifth of the total retail trade.

There are 13 independent stores to each chain store, and only 7 per cent of all stores are in the chain systems.

That there is a definite place in our economy for both the chain and independent store has, therefore, been thoroughly demonstrated in a 10-year period, when the competition during the years of depression must have been as keen as it ever was or ever will be.

Continuing it says:

The public by its patronage has evidently received satisfactory service from both types of stores and this being so there is no need of the discriminatory legislation that is sometimes urged.

—From "The Boston (Mass.) Post"

SELLING ON A BUSINESS BASIS

Constructive Thinking Saves a \$200 Order for Houison

Here is a letter from Jack Houison which we believe every G-B salesman should read. This particular account was sold for many years by a former representative on a reciprocal basis. The buyer is in the insurance business and our former representative owned property which was insured through this agency. Mr. Houison has now placed the account definitely upon a business basis.

DEAR MR. BARKLOW:

At long last I finally got Mr. B_____ to talk about his blotter order.

He met me with the statement that he had decided to place the order on a "friendship and reciprocity basis" with a local printer. I immediately agreed with him that, all things being equal, that was the thing to do and he said he was very much surprised that I agreed with him rather than argued the point. I then brought out the fact that his calendars were the best in the city and his blotters were also well above the average standard blotter and questioned the ability of any local printer to produce this class of merchandise. I pointed out the necessary cost of art work which we absorbed by volume but which would be a personal cost to him, plus the quality of our blotter and I could see I had him at least back on the fence. My job from then on was to pull him over completely. His next argument was that his costs were going up and he couldn't afford \$200 for blotters. My comeback was that taxes were also going up considerably but that advertising costs were a legitimate deduction, which meant that his blotter expense would affect his net profits proportionately less than formerly—in other words, Uncle Sam was paying part of his bill. I believe that this was the point which finally pushed the sale over. If this angle of more advertising and less taxes is a new one it might be worth passing on. The order is for the same amount as last year, minus the color charge which will not be necessary on the Kiddie Ambitions, according to Mr. Ricker's letter of January 22nd.

I feel that this account is now definitely on a business basis instead of a friendship basis as formerly, and the differential in actual cash has not proved very great. I hope you will feel satisfied with the way I have handled this account.

Sincerely yours,

JACK HOUISON.

"OH, GEE!—THE WHOLE SET-UP IS SIMPLY GRAND!"**—CHAMBERLAIN**

Charlie Chamberlain, commenting on the new Paragon Line says—

**"MANY LUMBER CONCERNS SHOULD BUY OUR
LEATHER THIS YEAR"**

And you may take it from us that Charlie Chamberlain knows what he's talking about, for as you know, we cut down the old pine tree to make a design for the Paragon Line—and what a design it is. Look at the coarse grain of the wood and the knot, how realistic it is.

If that Pine Board design had been made expressly for the lumber industry, we couldn't have hit the bullseye any closer than we did—and think of what a propitious moment we have for such an item in our line—right when the lumber dealer is busier and more prosperous than he has been for a decade. Right when he's riding the building boom.

Ten to one, the lumberman will tell you he's too busy to talk to you, and in all probability, he's telling the truth; and he may tell you he has all the business he wants, but you'll find the answer to that one in Jewett Ricker's letter in REVIEW of March 20th.

To avoid argument, have one of those items with the old pine board design right where you can get your hands on it and hand it to your prospect and ask him if he ever saw a better imitation of wood grain. Regardless of what his opinion may be, you have the satisfaction of knowing that this is not an imitation, but a true photographic reproduction of good old pine.

Get him interested in it and he'll forget how busy he is, then ask him if there aren't just a few contractors, builders, factory managers and so forth to whom he'd like to present such a gift next Christmas. Get him to commit himself for a few pieces at first—say ten or a dozen, just for the builders; then casually mention architects, mortgage loan brokers and others in the home-building field until you have quite a respectable order.

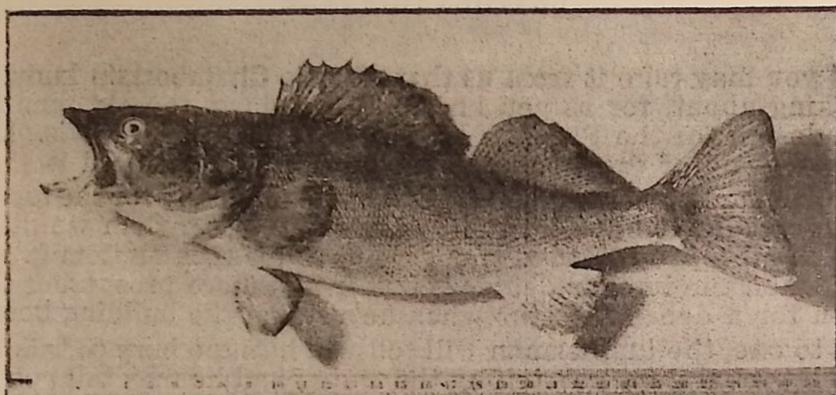
And don't overlook the fact that the lumber dealer is also a live prospect for Bildcost Blueprint Service, for indoor billboards such as "Come Back Here" in R-2, employing the following copy hookup—"COME BACK HERE WHEN YOU WANT GOOD LUMBER" or this—"BEAR US IN MIND WHEN YOU WANT THE BEST LUMBER."

The lumber dealer is also a good prospect for Pencils and Knives, but don't let him put you off till later. NOW is the time to strike while the iron is hot and there is no better entering wedge for the lumberman's business than a piece of Paragon with the Old Pine design.

Don't take our word for it; prove it for yourself.

WITHDRAW LER9—14x28—Bluebirds for Happiness
 LER5—21 $\frac{1}{4}$ x46—I Ain't Bluffin'

**Write Your Own Membership Card in
THE SNAG CLUB**



YOU can win a fishing trip this summer! The terms of the 1941 Fishing Contest fit everybody. You compete only against yourself.

During the 10 weeks from March 17 to May 24, you must sell—

40 Orders Totaling \$4,000

... or ...

50 Orders Totaling \$3,500

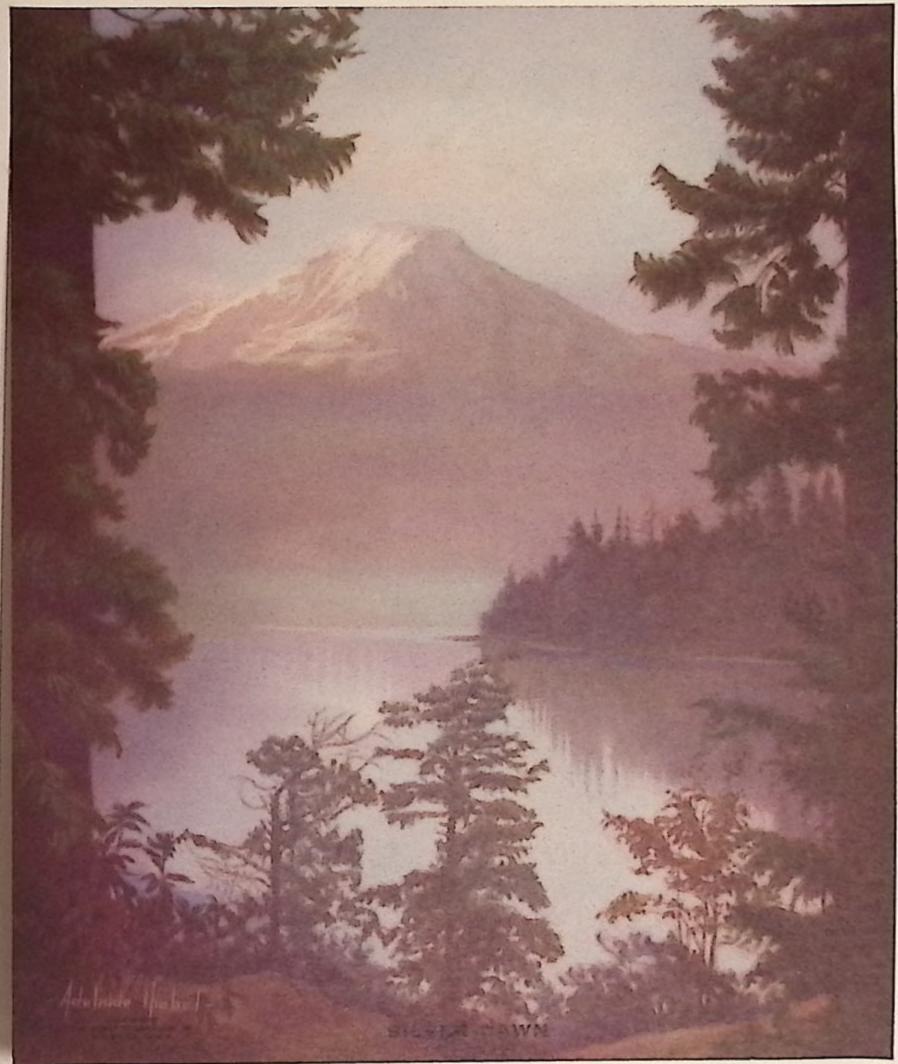
... or ...

60 Orders Totaling \$3,000

... or ...

70 Orders Totaling \$2,500

Large commercial specials do not count. All orders must be complete and ready for manufacture.

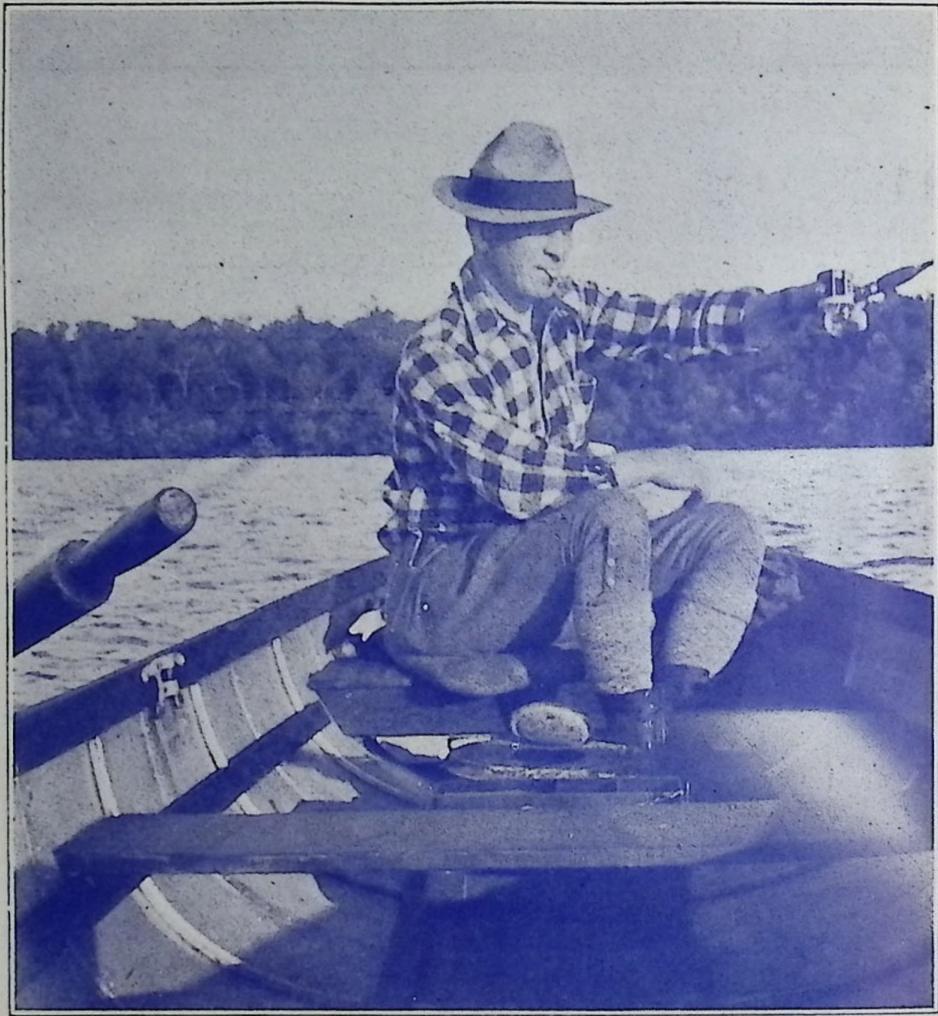


The Peak of Safety and Service

COMMONWEALTH SAVINGS AND TRUST COMPANY, Inc.

A Good Bank in a Good Community

1941		MAY					1941	
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
-	-	-	-	1	2	3		
4	5	6	7	8	9	10		
11	12	13	14	15	16	17		
18	19	20	21	22	23	24		
25	26	27	28	29	30	31		



A feller isn't thinkin' mean

Out fishin'

His thoughts are mostly good and clean

Out fishin'

He doesn't knock his fellow men

Or harbor any grudges then

A feller's at his finest, when

Out fishin'

—Edgar A. Guest.

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